PLAZA ENTERTAINMENT, INC.

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August 20, 1999

FOR IMMEDIATE RELEASE

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GET READY FOR TEDDY... APPEARING IN HIS FIRST FULL-LENGTH ANIMATED FEATURE, "TEDDY RUXPIN: THE MOVIE"

(Los Angeles, CA – August 20, 1999) Teddy Ruxpin the beloved talking bear toy and one of the best-selling toys of all time, is back in his first animated movie "Teddy Ruxpin: The Movie," coming to video October 26th, 1999.

A Secret Map... A Mysterious Medallion... and a Wondrous Airship are the ingredients for fun and adventure in the brand new video release. Teddy Ruxpin is joined by his best friend GRUBBY, and the absent-minded inventor NEWTON, who face outrageous creatures and many obstacles on their quest for a valuable treasure. Along the way, they must outsmart the mischievous TWEEG, escape from the MUDBLUPS and rescue the beautiful PRINCESS from the "Hard to Find City."

Join Teddy and his friends as they set sail for an exciting and magical journey in search for hidden treasure. The many challenges of this journey, teach Teddy the value of honesty, friendship and trust. These qualities, he discovers, are the greatest treasure of all!

With dazzling animation, wonderful songs, memorable characters, and at only *$14.95 suggested retail,* this inspiring video is a welcome addition to every family's home video library.

Each "Teddy Ruxpin: The Movie" videocassette includes savings coupons from leading brands, including Jolly Time Popcorn, Sear's Portrait Studios and Sports Illustrated for Kids. In addition, savings offers for the Teddy Ruxpin talking toy bear, books, plush toys, and other licensed merchandise is also enclosed inside each videocassette.

– MORE –

After September 1, 1999 – New Headquarters Building:
PLAZA WORLD CENTER
14925 Ventura Boulevard, Sherman Oaks, CA 91403
Tel (818) 990-8111 / Fax (818) 990-8991

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Teddy Ruxpin's delightful adventures are entertaining, enlightening, and immensely popular for the entire family.

Don't delay! GET READY FOR TEDDY! AVAILABLE OCTOBER 26th, 1999. Available wherever videos are sold.

"Teddy Ruxpin: The Movie" was produced by HIT Entertainment, Plaza Entertainment, and DIC Animation, under license by Alchemy II. The "Teddy Ruxpin" character was created by Ken Forsse and was previously featured in a successful children's television series, which was broadcast in 1986 - 1990. Plaza Entertainment, Inc. is coordinating the release of "Teddy Ruxpin: The Movie," with the re-launch of the Teddy Ruxpin toy and characters. Alchemy II has orchestrated a multi-level promotion to introduce the popular Teddy Ruxpin characters to a new generation of children.

Available Upon Request:

- Full length screening tapes of movie.
- Broadcast format master clips of movie.
- Color artwork.
- Creator Ken Forsse is available on a limited basis for interviews; coordinate requests with Susan Isaacs of Plaza Entertainment, Tel: 323-852-1800.

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PLAZA ENTERTAINMENT // Family Universal Network
304 North Edinburgh / Los Angeles, CA. 90048 / TEL: 323-852-1800 / FAX: 323-852-1808

NEW RELEASE ANNOUNCEMENT!

Teddy Ruxpin - The Movie

This October..... Get Ready for Teddy

A Secret Map....A Mysterious Medallion....and a Wondrous Airship, are the ingredients for fun and adventure in Teddy Ruxpin's fun-filled quest for a valuable treasure! Joined by his best friend, GRUBBY, and the absent–minded inventor NEWTON, Teddy sets sail for an exciting and magical journey.

Along the way, Teddy and his friends face outrageous creatures and many obstacles. They must outsmart the mischievous TWEEG, escape from the MUDBLUPS and rescue the beautiful PRINCESS from the "Hard to Find City."

The many challenges of this journey teach Teddy the value of honesty, friendship and trust. These qualities he discovers, are the greatest treasure of all.

Teddy Ruxpin's delightful adventures are entertaining, enlightening and immensely popular for the entire family. Don't delay! Get Ready for Teddy!

$14.95 s.r.p. Includes Teddy Bear Beanbag toy shrink-wrapped to each video!!*

Pre-Order: October 5th Street Date: October 26th

FREE ADORABLE TEDDY RUXPIN BEAN BAG TOY!* – Each video includes an on-pack bean bag toy, with the purchase of the 18-unit Merchandising displays.*
MULTI-MILLION DOLLAR PROMOTION for the Teddy Ruxpin doll will make "Teddy Ruxpin-The Movie" a sure-fire hit .
MILLIONS OF TEDDY RUXPIN DOLLS SOLD. This talking Bear is one of the best-selling toys of all time.
NATIONAL MEDIA CAMPAIGN Network and Cable Television campaign targeted to Mom's and Kids to generate millions of consumer impressions!
VALUABLE SAVINGS OFFERS *Sports Illustrated for Kids* Free Issue, 40% savings at *Sear's Portrait Studios*, and *Jolly Time Popcorn* offer inside every video, and flagged on every Teddy Ruxpin video package.
EYE-CATCHING DISPLAYS 18-unit floor merchandisers with Teddy Ruxpin Bean Bags attached to each video in display.

CONFIGURTION	S.R.P.	CAT#	UPC#	ISBN#
CLAMSHELL	$14.95	7113	6-14503-7113-3-4	1-96378-556-9
18-UNIT FLOOR DISPLAY, PLUS FREE TEDDYRUXPIN BEANBAG TOY	$269.10	7102	6-14503-7102-3-7	N/A

$14.95 s.r.p. Includes Teddy Bean-bag toy shrink-wrapped to video!
(*Applies to Pre-orders of 18-unit Merchandiser displays.)
97- mins. Color. Stereo. "G"

WORLDS OF WONDER®

Contact: Rhonda Weaver
Worlds of Wonder
4209 Technology Drive
Fremont, CA 94538
415/659-4300

THE WORLD OF TEDDY RUXPIN®

Meet Four New Forest Babies!

FREMONT, CA (Jan. 1, 1991) -- While on an adventure during his fifth birthday year, TEDDY RUXPIN -- the world's first animated talking toy -- met four exceptional FOREST BABIES that he would like to share with boys and girls everywhere: OLEANNA the Owl, SASHAY the Skunk, BELLAMY the Beaver, and RAFFERTY the Raccoon.

The new FOREST BABIES are designed by Worlds of Wonder, Inc. to provide children with soft, cuddly toys that move and sound like baby animals. A simple squeeze makes the FOREST BABIES walk and make friendly baby animal sounds.

Millions of children who have found a special friend in TEDDY RUXPIN will be enchanted by his new FOREST BABIES. Irresistible to hold, play with, and cherish, these new toys offer a natural opportunity for fostering a child's wonder in the beauty of the animal kingdom, and more importantly, a desire to preserve the FOREST BABIES' natural habitats. In fact, each toy comes with a booklet with a delightful tale about how TEDDY RUXPIN and the FOREST BABIES met and a special message about what kids can do to preserve and improve the environment.

In 1991, a new cassette and storybook will be available with the purchase of TEDDY RUXPIN and will introduce his new FOREST BABIES. FOREST BABIES are designed for ages three and up and will be available in Spring 1991.

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